Bronagh Hanley
Founder and Principal

Bronagh Hanley has introduced national brands and talent, evangelized new trends and products, premiered award-winning series and films and crafted company images and missions.

Over the course of her career, she has built trusted relationships with consumer, business and trade media across the U.S. and around the world who are interested in a great story. From Netflix and Curiosity Stream to NBCU and YouTube, Hanley has worked with high-profile and emerging media and entertainment companies that are defining the landscape.

With a rare combination of entertainment industry experience and tech business knowledge, Hanley's unique skill set puts her squarely at the intersection of entertainment and technology in this rapidly changing media world. Since diving into the PR world more than twenty years ago, Hanley has driven Roy Rogers around the country in an RV, hosted a screening of the infamous Jack Nicholson flick at The Shining hotel, refereed the Hatfield's and McCoy's search for treasure, witnessed the opening of the Medici family crypt in Florence with Morley Safer, launched the first home makeover show Trading Spaces, introduced Netflix's pioneering streaming service, launched John Hendricks' CuriosityStream and put Ron Howard and Brian Grazer's New Form Digital on the map.

Hanley specializes in mapping strategy, finessing messaging, defining positioning, conducting media relations and formulating industry outreach. Prior to branching out on her own with Big Noise PR, she was the first-ever director of public relations for Netflix, where she built the consumer program from scratch, serving as a key member of the executive team that introduced streaming and helped the company grow from 3 million to 10 million subscribers in just three years. In addition, Hanley headed up the PR team that launched and promoted Netflix's original content studio, Red

Envelope Entertainment, premiering passion projects and independent films from talent such as John Waters and Patricia Heaton.

Prior to her West Coast move for Netflix, Hanley spent a number of years at Discovery Communications providing public relations counsel in several senior roles, including vice president of communications for Discovery Networks' popular lifestyle channel TLC, where she launched two of their most successful and iconic series, Trading Spaces and What Not to Wear and was part of the management team that developed and introduced the Life Unscripted brand direction. Hanley was also director of communications for Animal Planet, where she spearheaded PR for the Animal Planet Original Movie franchise, as well as head of publicity for Discovery Pictures, where she promoted the longest-running IMAX film in the genre's history, *The Human Body*. Hanley started her career in the agency world at H&K and Earle Palmer Brown, working on projects for consumer products such as Pepsico and Kodak.

Hanley is a member of the Alliance for Women in Media, the International Documentary Association, The Society of Motion Picture & Television Engineers (SMTPE), The Hollywood Professional Association, The Academy of Television Arts and Sciences, the International Academy of Digital Arts and Sciences, Film Independent, The Hollywood Professional Association, the Television Publicity Executives Committee, and the Hollywood Radio & Television Society (HRTS). She sits on the advisory boards of Syracuse University's College of Visual and Performing Arts and social change organization DoSomething.org, as well as the performing arts nonprofit Kid Stock Inc. and girl empowerment organization Career Girls. Hanley serves as a judge for the Academy's College Television Awards, the Webbys, the Shorty Awards, the Daytime Emmy Awards, and the Streamys Blue Ribbon Panel and has served as a panelist and advisor for numerous industry conferences and events. She is also on the advisory boards of content streamer startup Rheo. Her long-term goals include getting her TV series concept produced and being a contestant on Jeopardy!.